

cc
UNITED STATES DEPARTMENT OF JUSTICE
 WASHINGTON, D. C.

FILED
 JAN 18 1952
 Foreign Agents
 Registration Section
 DEPARTMENT OF JUSTICE

SUPPLEMENTAL REGISTRATION STATEMENT

*Pursuant to Section 2 of the Foreign Agents
 Registration Act of 1938, as Amended*

REGISTRATION No. 574

For Six Months Period Ending December 6, 1951
 (Insert date)

1. (a) Name of Registrant. **EUROPEAN TRAVEL COMMISSION (representing member nations of the Organization for European Economic Cooperation - O.E.E.C.)**

(b) All other names used by Registrant during the period.

NONE

(c) Address of principal office.

**115 East 53rd Street
 New York 22, New York**

(d) Name of person or persons in charge of principal office.

Miss Olga Broman, Administrative Assistant

3. If Registrant is a nonbusiness membership organization, state—

(a) Approximate number of members in the United States eighteen

(b) Approximate number of members outside the United States eighteen

4. (a) All persons who became partners, officers, directors, and similar officials of Registrant during the period.

Name and address
of official

Date connection began

Position, office, or nature
of duties

NONE

REGISTERED

No. 372350

(b) All persons who ceased to be partners, officers, directors, or similar officials of Registrant during the period.

Name and address
of official

Date connection ended

Reason for ending
connection

**Dr. Gustaf Munthe
 Swedish Tourist Traffic
 Association**

July, 1951

**Mr. Goran Hedin now
 attends to E.T.C. matters**

**Klara Vastra Kyrkogata 3 A
 Stockholm, Sweden**

**Ahmet Sukru Esmer
 Basin-Yayin Ve Turizm
 Genel Mudurlugu
 Ankara, Turkey**

August, 1951

New assignment

5. (a) All branches and local units of Registrant and all other component or affiliated groups or organizations which began to operate during the period.

*Name and address of branch, unit,
group, or organization*

*Nature of connection with
Registrant*

*Name and address of person
in charge*

NONE

- (b) All branches and local units of Registrant and all other component or affiliated groups or organizations which ceased to operate during the period.

Name of branch, unit, group, or organization

Reason operations ceased

NONE

6. All persons who at any time during the period were foreign principals of Registrant.

*Name and principal
address*

*Is person still a foreign principal
of Registrant?*

*If not, give date connection
ended*

7. Describe fully all activities of Registrant during the period for or in the interests of each foreign principal named under item 6.

Joint advertising and promotion campaign designed to attract American tourists to travel in Europe particularly in the "thrift season" (formerly called "off-season" by carriers, etc.)

8. Describe briefly all other businesses, occupations, and public activities in which Registrant engaged during the period.

NONE

9. Furnish the following information as to all employees and other individuals except those named under item 4, who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6:

(a) All such employees and other individuals for whom Exhibits A have previously been filed.

<i>Name and address of employee or other individual</i>	<i>Nature of any changes during period in activities for Registrant or its foreign principals</i>	<i>Has connection with Registrant ended?</i>
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(b) All such employees and other individuals for whom Exhibits A have not been previously filed.

<i>Name and address of employee or other individual</i>	<i>Nature of services or assistance rendered</i>	<i>Has connection with Registrant ended?</i>
Mr. Eric Friedheim 115 East 53rd Street New York 22, New York	Public Relations Counselor	No
Miss Norma Ferrante 817 Allerton Avenue Bronx 67, New York	Secretary to Administrative Assistant	No

10. Furnish the following information as to Registrant's receipts and expenditures during the period covered by this statement. The information may, if Registrant desires, be furnished for Registrant's latest semiannual fiscal period, provided the period covered is indicated and future statements are furnished on the same basis:

- (a) All amounts received during the period directly or indirectly from each foreign principal named under item 6, itemized as follows:

<i>Date funds received</i>	<i>Name of foreign principal from whom funds received¹</i>	<i>Purposes for which received²</i>	<i>Amount received³</i>
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- (b) All amounts received during the period from other sources to be used directly or indirectly for or in the interests of any foreign principal named under item 6, itemized as follows:⁴

<i>Date funds received</i>	<i>Name of person from whom received¹</i>	<i>Purposes for which received²</i>	<i>Amount received³</i>
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NONE

- (c) All expenditures made during the period directly or indirectly for or in the interests of each foreign principal named under item 6, itemized as follows:⁵

<i>Date payment was made</i>	<i>Name of person to whom payment was made¹</i>	<i>Purposes for which payment was made²</i>	<i>Amount of payment³</i>
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¹ Include all amounts so received, whether received as compensation, loans, contributions, subscriptions, fees, dues, subsidies, or otherwise.

² Receipts from or payments to a person amounting to less than \$200 for the period may be combined with other like amounts, provided the source or disposition of the funds, as the case may be, is clearly indicated.

³ Where funds were received or paid, as the case may be, for various purposes, such purposes shall be listed in reasonable detail.

⁴ Show separately the amount received or paid, as the case may be, for each purpose listed under the preceding column.

⁵ Include all transfers of funds to any foreign principal.

11. (a) Speeches, lectures, talks, and radio broadcasts arranged or sponsored by Registrant or delivered by officials or employees of Registrant, during the period.

<i>Name of person by whom delivered</i>	<i>Number of speeches, lectures, and talks delivered</i>	<i>Number of radio broadcasts delivered</i>
Mrs. Manelita T. Doelger	2	1 (Appeared on "Mind Your Business" over WINS)
Mr. Birger Nordholm	1	2 (appearances)
Mr. Arthur Haulot	1	1 (appearance)

- (b) Publications prepared or distributed by Registrant, or by others for Registrant, or in the preparation or distribution of which Registrant rendered any services or assistance, during the period. (Indicate each type of publication by an "X.")

(1) Press releases X	(8) Circulars	(15) Lantern slides
(2) News bulletins	(9) Form letters X	(16) Still pictures
(3) Newspapers	(10) Reprints	(17) Posters
(4) Articles X	(11) Copies of speeches, lectures, talks, or radio broadcasts	(18) Photographs X
(5) Books	(12) Radio programs	(19) Charts
(6) Magazines	(13) Radio scripts	(20) Maps
(7) Pamphlets X	(14) Moving pictures	(21) Other publications

- (c) Preparation and distribution of publications referred to in answer to (b) above.

<i>Description of publication</i>	<i>By whom written, edited, or prepared</i>	<i>By whom printed, produced, or published</i>	<i>By whom distributed</i>
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Releases, publications and other material described in (b) above dealt solely with travel to Europe and were prepared and distributed by the J. M. Mathes Agency (122 East 42nd Street, New York) until November, 1951, and by Eric Friedheim Company (115 East 53 Street New York) thereafter.

- (d) Compliance with the filing, labeling, and reporting provisions of Section 4 of the Foreign Agents Registration Act of 1938, as amended, and Rule 400 thereunder.

- (1) Were copies or summaries of all communications and publications referred to in answer to (a) and (b) above filed with the Department of Justice and the Librarian of Congress? If not, explain why copies or summaries of any such communications and publications were not filed.

No. See below.

- (2) Were all such communications and publications labeled in accordance with Section 4 and Rule 400? If not, explain why any such communications and publications were not so labeled.

No. See below.

- (3) Were reports of the delivery, distribution, or other dissemination of all such communications and publications made to the Department of Justice in accordance with Section 4 and Rule 400? If not, explain why any such reports were omitted.

No report made for reason it is not required under Section 4 of the Foreign Agents Registration Act of 1938 as amended. According to Section 4, literature dealing solely with travel and tourist matters is not subject to the filing and labeling requirements.

12. (a) Any changes during the period, not fully described above, in Registrant's affiliations, associations, or other connections with foreign governments, foreign political parties, or officials or agencies thereof.

*Name of government, party, or official
or agency thereof*

*Nature of changes during period in Registrant's
connections therewith*

NONE

- (b) Any changes during the period in Registrant's pecuniary interest in or control over partnerships, corporations, associations, or other organizations or combinations of individuals.

*Name of organization or
combination*

*Nature of changes during period in
Registrant's ownership or other
pecuniary interest*

*Nature of changes during period in any
direction or control exercised
by Registrant*

NONE

13. (a) Any changes during the period in the ownership of or supervision, direction or control over Registrant by any organization, group, or individual.

*Name of organization, group,
or individual*

*Nature of changes during period in ownership,
supervision, direction, or control*

NONE

- (b) Any subsidy or other financial assistance received by Registrant during the period directly or indirectly from—

Any individual who is a citizen of, or resides in, a foreign country.

Any organization created in, or under the laws of, any foreign country or having its principal place of business in a foreign country.

Any foreign government or foreign political party, or any official or agency thereof.

*Name of person from whom subsidy or
financial assistance received*

*Nature and amount of subsidy or
financial assistance*

See paragraph 10.

14. File the following exhibits with this statement:

Exhibit A.—File an Exhibit A, on the printed form provided therefor, for each of the following persons for whom an Exhibit A has not previously been filed:

- (a) All partners, officers, directors, and similar officials of Registrant. **Forms have been filed.**
- (b) All employees or other individuals who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6. **Forms have been sent.**

Exhibit B.—File a copy of any changes during the period in the agreement, arrangement, or authorization (or if not in writing a written description thereof) pursuant to which Registrant is acting for, or receiving funds from, each foreign principal named under item 6. **Inapplicable**

Exhibit C.—File an Exhibit C, on the printed form provided therefor, for each foreign principal named under item 6 for whom an Exhibit C has not previously been filed. **Inapplicable**

Exhibit D.—If Registrant is a nonbusiness organization, file a copy of any changes during the period in its charter, constitution, bylaws, or other instruments of organization. **Inapplicable**

Exhibit E.—File a copy of the agreement or arrangement (or if not in writing, a written description thereof) between the Registrant and each business firm or other organization named under item 11 (c), and copies of all changes during the period in similar contracts previously filed.

Copy of agreement between Eric Friedheim Company and the European Travel Commission sent herewith.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in Exhibit A insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

Olga Broman
(Signature)

Olga Broman
(Mrs. H. Pellicchody)

(Signature)

(Signature)

(Signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths, by a majority of those partners, officers, directors, or persons performing similar functions who are in the United States. If no such person is in the United States, the statement shall be signed and sworn to by the duly authorized representative of the Registrant.)

Subscribed and sworn to before me at

New York, New York

this

16th

day of

January

19*57*

SARAH M. GOLDMAN
Notary Public, State of New York
No. 24-6573200

Qualified in Kings County
Certificates filed with Kings and
New York County Clerks and
Kings & New York Register's Office.
Term Expires March 30, 1958

(Signature of notary or other officer)

My commission expires 19.....

Dr. Harald Langer-Hansel Bundesministerium für Handel und Wiederaufbau Abteilung Fremdenverkehr Metternichgasse 3 Vienna III, Austria	Yes
Mr. Arthur Haulot Commissaire General au Tourisme 1 b, rue Belliard Brussels, Belgium	Yes
Mr. Mogens Lichtenberg National Travel Association Banegaarde Pladsen 5-7 Copenhagen, Denmark	Yes
Mr. J. G. Bridges, M.B.E. Dir. Gen. British Travel & Holidays Association Queens House 64-65 St. James's Street London SW 1, England	Yes
Mr. Henry Ingrand Commissaire General au Tourisme 8, Avenue de l'Opera Paris 1er, France	Yes
Mr. Hans Seydel Deutsche Zentrale fuer Fremdenverkehr Beethovenstrasse 69 Frankfurt, Germany	Yes
Mr. D. Papaefstratiou National Tourist Organization 30, Omirou Str. Athens, Greece	Yes
Mr. Thorleifur Gudmundsson Icelandic State Tourist Bureau Reykjavik, Iceland	Yes
Mr. M. K. O'Doherty Irish Tourist Board 13, Merrion Square Dublin, Ireland	Yes
Hon. Pietro Romani Commissario per il Turismo Via Veneto 56 Rome, Italy	Yes
Mr. Robert Ginsbach Office National de Tourisme Avenue de la Gare & Avenue de la Liberte Luxembourg City, Grand Duchy of Luxembourg	Yes

FILED
JUN 18 1955
U.S. DEPARTMENT OF COMMERCE
BUREAU OF ECONOMIC AFFAIRS

524

r. Gabriel Ollivier
Commissaire General de Tourisme et
de l'Information de Monaco
Monte-Carlo, Principality of Monaco

Yes

Mr. W. Boreel
Netherlands National Tourist Office
(A.N.V.V.)
38 Parkstraat
The Hague, Netherlands

Yes

Mr. G. B. Lampe, Director
Norway Travel Association
H. Heyerdahls gate 1
Oslo, Norway

Yes

Dr. Jorge Felner da Costa
Secretariado Nacional da Informacao
Lisbon, Portugal

Yes

Dr. Gustaf Munthe
Swedish Tourist Traffic Association
Klara Vastra Kyrkogata 3 A
Stockholm, Sweden

No

July, 1951

Mr. Goran Hedin
Swedish Tourist Traffic Association
Klara Vastra Kyrkogata 3 A
Stockholm, Sweden

Yes

Mr. S. Bittel, Direktor
Swiss National Tourist Office
Bahnhofstrasse HB
Zurich 23, Switzerland

Yes

Ahmet Sukru Esmer
Basin-Yayin Ve Turizm
Genel Mudurlugu
Ankara, Turkey

No

August, 1951

Mr. Cevdet Lagas
Turkish Embassy
11bis, Boulevard Delessert
Paris 6, France

Yes

Mr. R. F. Matthesich
Austrian State Tourist Department
48 East 48th Street
New York 17, New York

NONE

No

Mr. F. J. Martens
Official Belgian Tourist Bureau
422 Madison Avenue
New York 17, New York

NONE

No

Mr. James Turbayne
British Travel Association
336 Madison Avenue
New York 17, New York

NONE

No

Mr. Axel Dessau
Danish National Travel Office
588 Fifth Avenue
New York 19, New York

NONE

No

Mr. Alexandre de Manziarly
French Government Tourist Office
610 Fifth Avenue
New York 20, New York

NONE

No

Mr. Karl Baumann
German Tourist Information Office
11 West 42nd Street
New York 18, New York

NONE

No

Mr. Stavros Koussos
Permanent Greek Delegation to the U.N.
Hotel Sherry Netherland
781 Fifth Avenue
New York 21, New York

NONE

No

Mr. Hannes Kjartansson
Icelandic Consulate General
50 Broed Street
New York 4, New York

NONE

No

Mr. Kevin Durnin
Irish Tourist Bureau
33 East 50th Street
New York 22, New York

NONE

No

Mr. Corneille Staudt
Consulat General du Grand Duche
de Luxembourg
441 Lexington Avenue
New York 17, New York

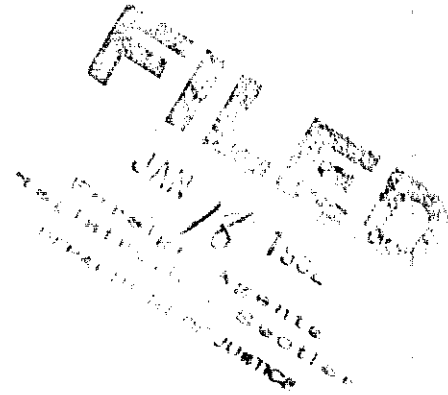
NONE

No

Mr. Marcel Palmaro
Consul General of Monaco
1 William Street
New York, New York

NONE

No



Mr. F. H. W. van der Laan Netherlands National Tourist Office 10 Rockefeller Plaza New York 20, New York	NONE	No
Mr. Svein Winge Simonsen Norwegian National Travel Office Norway House, 290 Madison Avenue New York 17, New York	NONE	No
Mr. Gil Stone Casa de Portugal 630 Fifth Avenue New York 20, New York	NONE	No
Mr. Birger Nordholm Swedish National Travel Office 630 Fifth Avenue New York 20, New York	NONE	No
Mr. Henry Pillichody Swiss National Travel Office 10 West 49th Street New York 20, New York	NONE	No
Mr. Nuri Eren Turkish Information Office 444 East 52nd Street New York 22, New York	NONE	No
Mrs. Manolita T. Doelger Italian State Tourist Office 21 East 51st Street New York 22, New York	NONE	No

1951	Austrian State Tourist Department	*	\$ 5,000.00
"	Official Belgian Tourist Bureau	*	4,800.00
"	British Travel Association	*	51,200.00
"	Danish National Travel Office	*	5,000.00
"	French Government Tourist Office	*	85,025.00
"	Monaco Travel Information		
"	German Tourist Information Office	*	10,725.00
"	Greek Delegation to the U.N.	*	2,265.00
"	Irish Tourist Bureau	*	7,500.00
"	Italian State Tourist Office	*	44,550.00
"	Consulate General of Luxembourg	*	500.00
"	Netherlands National Tourist Office	*	6,825.00
"	Norwegian National Travel Office	*	4,550.00
"	Casa de Portugal	*	4,550.00
"	Swedish National Travel Office	*	9,100.00
"	Swiss National Travel Office	*	21,725.00
"	Turkish Information Office	*	<u>1,675.00</u>
			\$264,990.00

* Payments from participating nations received for the Joint Promotion Campaign of 1951 as of December 31st, 1951.

1951:

Advertising \$165,139.69

Publicity, Public Relations,
Printed Matter, Administrative
expenditures (office) 98,226.73

Salaries:

a. Administrative Assistant 5,200.00

b. Secretary to Adm. Asst.- 2,774.44

\$271,340.86

COPY

Eric Friedheim and Associates

545 Fifth Avenue

New York City

October 3, 1951

Birger Nordholm, Esq., Chairman,
European Travel Commission
122 East 42nd Street,
New York City, N. Y.

Dear Mr. Nordholm,

On the basis of our recent discussion, and as outlined in my letter to Mr. A. de Manziarly, Chairman of the Advertising and Publicity Committee, my organization is ready to undertake the public relations program for the European Travel Commission on a week to week basis, starting on or about November 1, 1951.

For its part, the organization will provide the full time services of myself and all its staff. In addition, we shall engage at our own expense, additional facilities and personnel to furnish the Commission with office outlets and promotional manpower in Chicago, Omaha, and Los Angeles-Hollywood. Further, we shall maintain public relations and administrative headquarters in midtown New York which the Commission's administrative personnel may occupy rent-free.

Our fee will be \$500 per week. The agreement is to be effective at this rate on a weekly basis from the starting date in November to the end of the 1951 calendar year. At that time we shall be happy to meet with the Commission to determine whether our relationship should continue. At that time we can draft whatever new financial arrangements are deemed mutually appropriate.

It is understood that our fee does not provide for travel, large-scale mailing, printing, finished art work, entertainment or other expenditures for promotion decided upon by the Commission. Our firm will not commit the Commission to any expense without prior Commission authority. Any such additional expenses will be billed at cost.

We shall also be available to engage in any special promotional projects desired by the Commission in connection with the forthcoming ASTA convention. We shall waive our fee for this purpose and will bill any out-of-pocket expenses at cost. It is also understood that the Commission would not be

required to pay the travel expenses of Mr. Friedheim from New York to Paris and return, or his living costs in Paris.

Your letter of acceptance of the terms outlined herein will serve as official approval for our organization to proceed.

Sincerely yours,

(s) Eric Friedheim

EF/r

Eric Friedheim and Associates

545 Fifth Avenue

REGISTRATION NO. 574

COPY

New York City

October 3, 1951

Birger Nordholm, Esq., Chairman,
European Travel Commission,
122 East 42nd Street,
New York City, N. Y.

Dear Mr. Nordholm:

I wish to acknowledge acceptance of your letter on behalf of the European Travel Commission, in which you accept the proposals outlined in my letter to you of October 3, 1951.

As I informed the Commission, it is my intention to retain, at my own expense, an agency to assist me in servicing the public relations program I am preparing. Unless there is any objection from the Commission, I would like to retain the services of the Caples Company for this purpose.

I have been assured that I will receive the personal services of Mr. Hudson Meyer, a vice-president, as well as the services of other members of the New York Office, the offices in Chicago, Omaha, and Los Angeles-Hollywood.

My plan is to have Mr. Meyer assist me at the ASTA convention at Paris, and he will perform whatever services I deem necessary, gratuitously.

I believe that with the able assistance of Mr. Meyer, and the facilities under his control, we shall be able to assure the European Travel Commission a public relations effort of the highest caliber.

Sincerely yours,

(s) Eric Friedheim

EF/r

FILED
JAN 12 1952
Foreign Agents
Registration Section
DEPARTMENT OF JUSTICE

FILED
JAN 18 1951
Foreign Agents
Registration Section
DEPARTMENT OF JUSTICE

REGISTRATION No. 574

October 3, 1951

Mr. Eric Friedheim
Eric Friedheim and Associates
2 West 46th Street
New York, New York

Dear Mr. Friedheim:

I acknowledge receipt of your letter dated October 3rd and by authorization of the membership of the European Travel Commission at its General Meeting on September 17th, I am pleased to advise you that we hereby accept your proposal as previously outlined in your letter addressed to Mr. Alexandre de Manziarly, Chairman of the Advertising and Publicity Committee.

This preliminary agreement includes the following:

1. Your initial assignment will be the coverage of the A.S.T.A. Convention World Travel Congress to be held in Paris, October 21- 27, as outlined by you, i.e., no fee will be paid to you but you are authorized to bill, at cost, out-of-pocket expenses for promotional implements necessary, any entertainment the Commission may wish you to arrange in its behalf and other activities as authorized.
2. Furthermore, we are accepting your proposal for your firm to handle our Public Relations Service (the title under which you personally operate will be agreed upon later) from the date of your return to the United States (tentatively set for November 1st or 2nd) until the end of this year, under the terms outlined by you, for a fee of \$500.00 per week.

Please let us know at your earliest convenience the

Mr. E. Friedheim

-2-

October 3, 1951

name and qualifications of the company with which you will make arrangements to handle the physical aspects and out-of-town representation for our public relations work and for which you will contract out of the total fee paid your program as specified above.

At a mutually agreeable date after our return from the A.S.T.A. Convention, we shall discuss final arrangements for the coming year on the same basis as outlined for this preliminary assignment.

Cordially,

Birger Nordholm
Chairman

OB:mf

CC: Mr. A. Haulot
Mr. S. Bittel, New York
Mr. A. de Manziarly, Paris